

FREE OPERATIONAL TEMPLATE

Apparel Store Audit Checklist

Use this 60-point checklist to audit visual merchandising, product presentation, pricing, fitting rooms, inventory, transactions, people, safety, security, and corrective-action closure.

STORE / LOCATION

AUDIT DATE

AUDITOR

STORE MANAGER

1. Audit setup, store scope, governance, and trading context

1

Confirm the store, location, audit date, trading period, auditor, store manager, reviewer, and operational owner.

APPAREL AUDIT

Zone	Finding	Owner	Due	Evidence

Execution tip: Confirm the audit scope, brand references, scoring, critical controls, and ownership before beginning the store walk.

2

Define the departments, sales-floor zones, fitting rooms, stockroom areas, checkout points, and support spaces included in the audit.

APPAREL AUDIT

Current

Incomplete

Missing / incorrect

Attach record

Execution tip: Confirm the audit scope, brand references, scoring, critical controls, and ownership before beginning the store walk.

3

Review previous audit findings, customer feedback, stock variances, safety incidents, maintenance issues, and overdue actions.

APPAREL AUDIT

Current

Incomplete

Missing / incorrect

Attach record

Execution tip: Confirm the audit scope, brand references, scoring, critical controls, and ownership before beginning the store walk.

4

Confirm the current brand standards, campaign instructions, pricing rules, returns policy, safety controls, and local compliance requirements.

APPAREL AUDIT

Current

Incomplete

Missing / incorrect

Attach record

Execution tip: Confirm the audit scope, brand references, scoring, critical controls, and ownership before beginning the store walk.

5

Set scoring, critical-failure thresholds, evidence requirements, escalation routes, action owners, and closure expectations before starting.

APPAREL AUDIT

Current

Incomplete

Missing / incorrect

Attach record

Execution tip: Confirm the audit scope, brand references, scoring, critical controls, and ownership before beginning the store walk.

6

Record staffing, footfall, deliveries, markdown activity, promotions, stock counts, online orders, and other trading conditions affecting the visit.

APPAREL AUDIT

Current

Incomplete

Missing / incorrect

Attach record

Execution tip: Confirm the audit scope, brand references, scoring, critical controls, and ownership before beginning the store walk.

2. Exterior, storefront, entrance, and first impression

- 7 Inspect the facade, windows, logo, opening-hours display, entrance signage, and exterior lighting for condition and brand consistency.

APPAREL AUDIT

Meets standard

Needs attention

Critical failure

Add photo

 Execution tip: Review the storefront from the customer approach and capture only current conditions that materially affect safety or brand presentation.

- 8 Verify windows are clean, campaign-ready, free from damaged props, and clearly visible from the main customer approach.

APPAREL AUDIT

Meets standard

Needs attention

Critical failure

Add photo

 Execution tip: Review the storefront from the customer approach and capture only current conditions that materially affect safety or brand presentation.

- 9 Check entrance doors, mats, thresholds, ramps, handles, and automatic-door functions for safe and accessible use.

CRITICAL

APPAREL AUDIT

Meets standard

Needs attention

Critical failure

Add photo

 Execution tip: Review the storefront from the customer approach and capture only current conditions that materially affect safety or brand presentation.

- 10 Confirm promotional, payment, returns, service, and customer-information signage at the entrance is current, accurate, and professionally presented.

APPAREL AUDIT

TICKET | Enter

POS | Enter

Match

Mismatch

 Execution tip: Review the storefront from the customer approach and capture only current conditions that materially affect safety or brand presentation.

- 11 Inspect the customer approach for trip hazards, water ingress, damaged surfaces, blocked visibility, waste, or unauthorized materials.

APPAREL AUDIT

Compliant

Partially compliant

Non-compliant

Add evidence

 Execution tip: Review the storefront from the customer approach and capture only current conditions that materially affect safety or brand presentation.

- 12 Assess whether the overall first impression communicates a clean, organized, welcoming, and fully trading-ready apparel store.

APPAREL AUDIT

Current

Incomplete

Missing / incorrect

Attach record

 Execution tip: Review the storefront from the customer approach and capture only current conditions that materially affect safety or brand presentation.

3. Sales floor, housekeeping, safety, and accessibility

- 13 Verify floors, aisles, customer routes, emergency exits, and access to key departments remain clean, dry, unobstructed, and easy to navigate. CRITICAL APPAREL AUDIT

Meets standard Needs attention Critical failure Add photo

 Execution tip: Walk normal customer routes and test fixtures from a safe position instead of relying only on visual observation.

- 14 Inspect racks, rails, shelves, tables, gondolas, mirrors, mannequins, and display fixtures for stability, damage, sharp edges, and safe loading. CRITICAL APPAREL AUDIT

Meets standard Needs attention Critical failure Add photo

 Execution tip: Walk normal customer routes and test fixtures from a safe position instead of relying only on visual observation.

- 15 Check lighting, temperature, ventilation, music, scent, and general ambience support customer comfort and accurate product viewing. APPAREL AUDIT

Meets standard Needs attention Critical failure Add photo

 Execution tip: Walk normal customer routes and test fixtures from a safe position instead of relying only on visual observation.

- 16 Inspect mirrors, seating, service counters, baskets, customer touchpoints, and shared areas for cleanliness, condition, and readiness. APPAREL AUDIT

SKU / style	Color	Size	System	Physical

 Execution tip: Walk normal customer routes and test fixtures from a safe position instead of relying only on visual observation.

- 17 Confirm spill-response materials, first-aid supplies, fire equipment, evacuation information, and emergency contacts are accessible and current. CRITICAL APPAREL AUDIT

Compliant Containment needed Critical failure Add evidence

 Execution tip: Walk normal customer routes and test fixtures from a safe position instead of relying only on visual observation.

- 18 Verify accessible routes, turning space, fitting-room access, counter access, and service practices support customers with mobility or sensory needs. CRITICAL APPAREL AUDIT

SKU / style	Color	Size	System	Physical

 Execution tip: Walk normal customer routes and test fixtures from a safe position instead of relying only on visual observation.

4. Visual merchandising, windows, mannequins, and campaign execution

- 19 Compare windows, mannequins, focal points, feature tables, wall bays, and promotional zones with the current visual-merchandising brief.

APPAREL AUDIT

Current Incomplete Missing / incorrect Attach record

 Execution tip: Compare execution against the current approved brief, not memory, and record clear evidence for every material deviation.

- 20 Verify mannequin outfits are complete, correctly styled, steamed, coordinated, securely fitted, and supported by the intended footwear and accessories.

APPAREL AUDIT

SKU / style	Color	Size	System	Physical

 Execution tip: Compare execution against the current approved brief, not memory, and record clear evidence for every material deviation.

- 21 Check product placement, fixture capacity, adjacencies, color stories, outfit coordination, and customer flow match the approved layout or planogram.

CRITICAL

APPAREL AUDIT

Current Incomplete Missing / incorrect Attach record

 Execution tip: Compare execution against the current approved brief, not memory, and record clear evidence for every material deviation.

- 22 Confirm campaign graphics, point-of-sale materials, digital screens, offer messages, and launch dates are current and accurately installed.

APPAREL AUDIT

Compliant Partially compliant Non-compliant Add evidence

 Execution tip: Compare execution against the current approved brief, not memory, and record clear evidence for every material deviation.

- 23 Inspect signage holders, props, risers, forms, hang bars, shelves, and display equipment for cleanliness, alignment, stability, and premium finish.

APPAREL AUDIT

Meets standard Needs attention Critical failure Add photo

 Execution tip: Compare execution against the current approved brief, not memory, and record clear evidence for every material deviation.

- 24 Capture approved photo evidence for material deviations and verify obsolete collateral, expired promotions, and previous-campaign materials are removed.

CRITICAL

APPAREL AUDIT

Current Incomplete Missing / incorrect Attach record

 Execution tip: Compare execution against the current approved brief, not memory, and record clear evidence for every material deviation.

5. Garment condition, sizing, labeling, pricing, and product presentation

- 25 Verify garments are clean, odor-free, pressed or folded correctly, damage-free, and suitable for customer handling or purchase.

CRITICAL

APPAREL AUDIT

Meets standard

Needs attention

Critical failure

Add photo

 Execution tip: Use representative styles, colors, and sizes to verify condition, ticket accuracy, sequence, and security-tag placement.

- 26 Check the correct hanger type, folding method, facing direction, size sequence, color sequence, and density are maintained by category.

APPAREL AUDIT

SKU / style	Color	Size	System	Physical

 Execution tip: Use representative styles, colors, and sizes to verify condition, ticket accuracy, sequence, and security-tag placement.

- 27 Confirm SKU, style, color, size, barcode, ticket, care label, and product description match the physical item and inventory record.

CRITICAL

APPAREL AUDIT

SKU / style	Color	Size	System	Physical

 Execution tip: Use representative styles, colors, and sizes to verify condition, ticket accuracy, sequence, and security-tag placement.

- 28 Verify ticketed price, shelf or fixture price, promotion, markdown, bundle offer, and point-of-sale price are accurate and consistent.

CRITICAL

APPAREL AUDIT

TICKET | | Enter

POS | | Enter

Match

Mismatch

 Execution tip: Use representative styles, colors, and sizes to verify condition, ticket accuracy, sequence, and security-tag placement.

- 29 Check security tags are applied in the approved position, function correctly, and do not damage garments or obstruct key product information.

CRITICAL

APPAREL AUDIT

Meets standard

Needs attention

Critical failure

Add photo

 Execution tip: Use representative styles, colors, and sizes to verify condition, ticket accuracy, sequence, and security-tag placement.

- 30 Inspect footwear, bags, accessories, boxed items, and packaged products for complete pairs, correct inserts, clean packaging, and accurate display information.

APPAREL AUDIT

Meets standard

Needs attention

Critical failure

Add photo

 Execution tip: Use representative styles, colors, and sizes to verify condition, ticket accuracy, sequence, and security-tag placement.

6. Fitting rooms, customer service, conversion, and omnichannel support

- 31 Inspect fitting rooms, mirrors, hooks, seating, doors, locks, lighting, call buttons, and customer areas for cleanliness, privacy, security, and readiness.

CRITICAL

APPAREL AUDIT

Meets standard Needs attention Critical failure Add photo

Execution tip: Observe complete customer interactions and test availability options across floor, stockroom, nearby stores, and digital inventory.

- 32 Verify fitting-room item-count, tag, rail, return, and unattended-product controls are followed where required by store policy.

CRITICAL

APPAREL AUDIT

SKU / style	Color	Size	System	Physical

Execution tip: Observe complete customer interactions and test availability options across floor, stockroom, nearby stores, and digital inventory.

- 33 Observe whether staff acknowledge customers, identify needs, provide product knowledge, and offer relevant sizes, styles, fits, and outfit suggestions.

APPAREL AUDIT

Current Incomplete Missing / incorrect Attach record

Execution tip: Observe complete customer interactions and test availability options across floor, stockroom, nearby stores, and digital inventory.

- 34 Check missing sizes or colors are searched across the floor, stockroom, nearby stores, and digital inventory before the sale is considered lost.

APPAREL AUDIT

Current Incomplete Missing / incorrect Attach record

Execution tip: Observe complete customer interactions and test availability options across floor, stockroom, nearby stores, and digital inventory.

- 35 Verify fitting-room follow-up is attentive and useful without creating pressure, invading privacy, or leaving unwanted products unmanaged.

APPAREL AUDIT

Meets standard Needs attention Critical failure Add photo

Execution tip: Observe complete customer interactions and test availability options across floor, stockroom, nearby stores, and digital inventory.

- 36 Assess queue communication, checkout assistance, returns support, click-and-collect, ship-from-store, reservations, and remote enquiries for speed and ownership.

APPAREL AUDIT

Current Incomplete Missing / incorrect Attach record

Execution tip: Observe complete customer interactions and test availability options across floor, stockroom, nearby stores, and digital inventory.

7. Inventory, stockroom, replenishment, and merchandise movement

- 37 Verify stockroom zones, shelves, bays, hanging areas, bins, and temporary holding locations are clearly labeled and consistently used.

APPAREL AUDIT

Current

Incomplete

Missing / incorrect

Attach record

 Execution tip: Trace representative products through receiving, storage, replenishment, reservation, transfer, damage, and investigation statuses.

- 38 Check cartons and stock are stored off the floor, within safe height and weight limits, without blocking aisles, doors, utilities, or fire equipment.

APPAREL AUDIT

Meets standard

Needs attention

Critical failure

Add photo

 Execution tip: Trace representative products through receiving, storage, replenishment, reservation, transfer, damage, and investigation statuses.

- 39 Review replenishment routines to confirm key sizes, colors, styles, and promotional products are moved to the sales floor promptly.

APPAREL AUDIT

Current

Incomplete

Missing / incorrect

Attach record

 Execution tip: Trace representative products through receiving, storage, replenishment, reservation, transfer, damage, and investigation statuses.

- 40 Test a representative sample of styles, colors, sizes, and high-value items against system quantity, physical quantity, and recorded location.

CRITICAL

APPAREL AUDIT

SKU / style	Color	Size	System	Physical

 Execution tip: Trace representative products through receiving, storage, replenishment, reservation, transfer, damage, and investigation statuses.

- 41 Confirm deliveries, transfers, reservations, click-and-collect orders, ship-from-store orders, and customer holds are separated and traceable.

APPAREL AUDIT

Compliant

Partially compliant

Non-compliant

Add evidence

 Execution tip: Trace representative products through receiving, storage, replenishment, reservation, transfer, damage, and investigation statuses.

- 42 Verify damaged, returned, altered, recalled, mismatched, and investigation stock is identified, segregated, documented, and excluded from sale.

CRITICAL

APPAREL AUDIT

Compliant

Containment needed

Critical failure

Add evidence

 Execution tip: Trace representative products through receiving, storage, replenishment, reservation, transfer, damage, and investigation statuses.

8. Checkout, POS, cash, discounts, returns, and transaction control

- 43 Test POS terminals, scanners, printers, payment devices, network connections, cash drawers, and backup procedures for operational readiness.

APPAREL AUDIT

Controlled

Exception

Control failure

Attach reference

 Execution tip: Review actual transactions and approvals rather than confirming that a written policy exists.

- 44 Verify prices, promotions, markdowns, loyalty offers, employee discounts, manual discounts, and manager approvals are applied correctly.

CRITICAL

APPAREL AUDIT

TICKET | Enter

POS | Enter

Match

Mismatch

 Execution tip: Review actual transactions and approvals rather than confirming that a written policy exists.

- 45 Review returns, exchanges, cancellations, voids, refunds, gift receipts, and no-receipt transactions for authorization and audit trail.

CRITICAL

APPAREL AUDIT

Controlled

Exception

Control failure

Attach reference

 Execution tip: Review actual transactions and approvals rather than confirming that a written policy exists.

- 46 Check opening floats, cash counts, safe drops, tender reconciliation, variance reporting, and cash handovers follow approved controls.

APPAREL AUDIT

SKU / style

Color

Size

System

Physical

 Execution tip: Review actual transactions and approvals rather than confirming that a written policy exists.

- 47 Confirm receipts, tax details, gift cards, vouchers, warranties, alteration records, and customer commitments are accurate and complete.

APPAREL AUDIT

Controlled

Exception

Control failure

Attach reference

 Execution tip: Review actual transactions and approvals rather than confirming that a written policy exists.

- 48 Verify customer names, contact details, payment information, loyalty records, order data, and transaction documents are protected from unnecessary access.

CRITICAL

APPAREL AUDIT

Controlled

Exception

Control failure

Attach reference

 Execution tip: Review actual transactions and approvals rather than confirming that a written policy exists.

9. People, grooming, knowledge, security, and operational readiness

- 49 Confirm staffing levels, department coverage, fitting-room ownership, checkout support, replenishment roles, breaks, and peak-hour plans match trading needs.

APPAREL AUDIT

Current

Incomplete

Missing / incorrect

Attach record

 Execution tip: Test staff knowledge through practical scenarios and verify security and emergency controls are operational at the time of audit.

- 50 Verify uniforms, grooming, footwear, name badges, hygiene, posture, and personal presentation meet the current apparel brand standard.

APPAREL AUDIT

Compliant

Partially compliant

Non-compliant

Add evidence

 Execution tip: Test staff knowledge through practical scenarios and verify security and emergency controls are operational at the time of audit.

- 51 Test staff knowledge of products, fits, fabrics, care, promotions, returns, alterations, loyalty, omnichannel services, safety, and escalation routes.

APPAREL AUDIT

Current

Incomplete

Missing / incorrect

Attach record

 Execution tip: Test staff knowledge through practical scenarios and verify security and emergency controls are operational at the time of audit.

- 52 Check CCTV coverage, alarm status, electronic-article-surveillance gates, panic devices, keys, codes, and restricted-area access controls.

CRITICAL

APPAREL AUDIT

Compliant

Containment needed

Critical failure

Add evidence

 Execution tip: Test staff knowledge through practical scenarios and verify security and emergency controls are operational at the time of audit.

- 53 Verify opening, closing, cash movement, high-value product, delivery, fitting-room, and suspected-theft procedures are consistently followed.

CRITICAL

APPAREL AUDIT

Meets standard

Needs attention

Critical failure

Add photo

 Execution tip: Test staff knowledge through practical scenarios and verify security and emergency controls are operational at the time of audit.

- 54 Confirm employees know how to report injuries, threats, theft, missing children, fire, evacuation, suspicious activity, and other urgent incidents.

CRITICAL

APPAREL AUDIT

Current

Incomplete

Missing / incorrect

Attach record

 Execution tip: Test staff knowledge through practical scenarios and verify security and emergency controls are operational at the time of audit.

10. Findings, corrective actions, verification, and sign-off

- 55 Summarize findings by store zone, category, campaign, customer journey, stock process, transaction control, safety risk, and recurring theme.

APPAREL AUDIT

Zone	Finding	Owner	Due	Evidence

 Execution tip: Keep findings open until the required correction, evidence, recount, or recheck has been independently verified.

- 56 Contain critical issues immediately, including unsafe fixtures, blocked exits, inaccurate pricing, exposed customer data, or saleable damaged stock.

CRITICAL

APPAREL AUDIT

Meets standard Needs attention Critical failure Add photo

 Execution tip: Keep findings open until the required correction, evidence, recount, or recheck has been independently verified.

- 57 Assign every finding a priority, owner, due date, required evidence, reviewer, escalation path, and measurable closure criteria.

CRITICAL

APPAREL AUDIT

Zone	Finding	Owner	Due	Evidence

 Execution tip: Keep findings open until the required correction, evidence, recount, or recheck has been independently verified.

- 58 Complete root-cause analysis for repeat or material failures and define changes to training, staffing, layout, process, systems, stock, or supervision.

APPAREL AUDIT

Current Incomplete Missing / incorrect Attach record

 Execution tip: Keep findings open until the required correction, evidence, recount, or recheck has been independently verified.

- 59 Verify closure through a revisit, recount, transaction review, system record, corrected display, approved photo, manager confirmation, or customer follow-up.

CRITICAL

APPAREL AUDIT

SKU / style	Color	Size	System	Physical

 Execution tip: Keep findings open until the required correction, evidence, recount, or recheck has been independently verified.

- 60 Record the final score, unresolved risks, accepted exceptions, next review date, auditor, store manager, reviewer, date, time, and signatures.

CRITICAL

APPAREL AUDIT

NAME Enter	TIME _:	SIGNATURE Sign
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 Execution tip: Keep findings open until the required correction, evidence, recount, or recheck has been independently verified.

RUN THIS CHECKLIST DIGITALLY

Turn apparel store findings into verified corrective action

Use Taqtics to schedule store audits, capture approved evidence, contain critical risks, assign corrections, verify closure, and compare recurring execution gaps across every location.

Try the Apparel Store Audit Checklist in Taqtics

Scheduled store audits Zone-based scoring Photo and record evidence Critical containment
Corrective-action tracking Retail dashboards